



North Carolina Department of Agriculture and Consumer Services

N.C. Forest Service

Steven W. Troxler
Commissioner

Strategic Plan Progress Report



Scott Bissette
Assistant Commissioner

Leadership in Forestry (Branding and Recognition)

The NC Forest Service strives to be the leading authority on issues concerning forest resources in the state. Through a professional, highly trained workforce we take the initiative to influence the direction of forestry and to serve citizens.

Measure

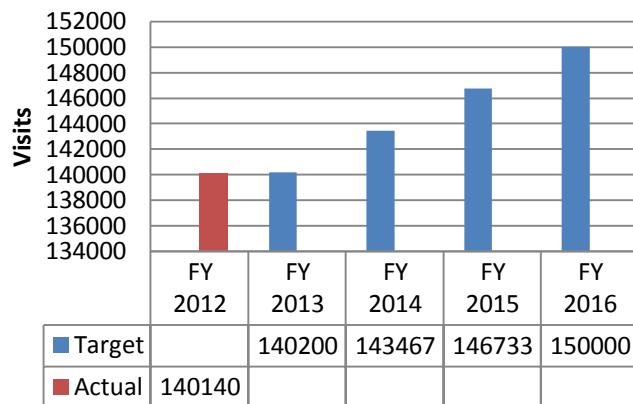
Increase the number of web page views¹.

Baseline

(average from July 1, 2007 to June 30, 2012)

¹ Actual is a rolling average based on the fiscal year being reported and the previous 4 years. Example: FY 2013 data will be average from July 1, 2008 to June 30, 2013

Average web site visits



Summary

Reporting Period	Report
January 4, 2013	Strategic plan deployed
3 rd quarter FY 2013	Chart shows rolling average number of website visits April 1, 2008 – May 31, 2013.
4 th quarter FY 2013	
1 st quarter FY 2014	
2 nd quarter FY 2014	
3 rd quarter FY 2014	
4 th quarter FY 2014	
1 st quarter FY 2015	
2 nd quarter FY 2015	
3 rd quarter FY 2015	
4 th quarter FY 2015	
1 st quarter FY 2016	
2 nd quarter FY 2016	
3 rd quarter FY 2016	
4 th quarter FY 2016	